




Suzie Leckie

Senior Consultant, Product Management



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Suzie Leckie is a highly experienced product expert, skilled at developing innovative digital products and enabling digital transformation through technology and business process change to deliver a step change in customer experience.

With over 10 year's working within FTSE100 companies, Suzie has catalysed innovation, established better working practices and led/coached teams to exceptional performance levels. She has extensive and deep travel industry knowledge, having worked for leading brands such as Virgin Holidays and Hilton Hotels, as well as operating across telco, which includes supporting EE and Vodafone, and media and market research organisations including Kantar.

Suzie can help you to:

- Rapidly evolve new digital products - developing roadmaps and aligning people and process around technology.
- Define and deliver major transformation programmes spanning omnichannel, ecommerce, digital, telesales and strategic system improvements.
- Adopt user-centred design, applying data-driven insights and executing projects in agile, and optimising/maturing agile performance within teams.
- Ensure business needs are commercially matched to defined key performance metrics.
- Product development is centred around competitor and user research and performance is data-driven.

Suzie specialises in:

- Proposition & product ownership/management
- Concept research, ideation & development
- Requirements capture & analysis
- Data driven roadmap development
- Digital product, partner selection & procurement
- Business case development
- Budget & P&L management
- User/customer experience management & service design
- Ecommerce trading, conversion rate optimisation.
- Value-led agile project leadership
- Team development through coaching & mentorship
- Change management

Key achievements include:

- **New Product Development:**
Led the Award winning Sky Service App from idea to launch achieving over 120,000 users in the first 2 weeks, a key driver of the Digital First strategy
- **Customer Experience:**
Transformed the post booking customer experience and communications as part of the CRM strategy at Virgin Holidays. Achieved +12% in digital self service.
- **Digital Transformation Programmes:**
programme definition, team formation and execution at PRS for Music, Kantar.

Suzie is a Scrum Alliance Certified Product Owner and has a Post Graduate Diploma in Direct and Digital Marketing (IDM).

Enabling better outcomes. **Through Digital.**

www.digitalworksgroup.com



Suzie Leckie is part of a multi-disciplinary team of strategy, execution and growth experts.



Think

Our Strategy, Leadership & Innovation team are experts in helping clients develop successful digital strategies.



Execute & Grow

Our Optimisation & Delivery team are experts in helping clients successfully execute their digital strategy and grow.



End-to-end or specific needs. Our team is structured to provide the exact skills you need



A 'think + do' approach. With expertise, methods and networks to rapidly deliver tangible business benefits



A collaborative, pragmatic, and flexible culture. Sharing insights and expertise to bring the best to our clients